OVERVIEW

"Data Mining" and "Predictive Modeling" are intertwined buzzwords we're hearing with greater frequency these days. While we may be sure of their strategic importance, perhaps we may not be quite sure how they differ or exactly what they mean. Without a doubt, these are very important questions to answer. But the most vital question for an organization to answer is, "How do we make them *meaningful*?" This course addresses all of these questions in detail.

Though frequently thought of in terms of algorithms or software packages, successful Data Mining and Predictive Modeling efforts are far more encompassing. These are disciplined processes requiring knowledge, skills and the orchestration of critical steps. To the extent that an enterprise understands and masters the complete scope of these fundamental processes, that enterprise will significantly grow levels of profitability. Conversely, a lack of understanding or poor implementation can create disastrous effects.

"Data Mining and Modeling Demystified" unveils the *mystery* often associated with these processes and replaces them with a foundation for *mastery*. This course defines the "how-to's" and "why's" of each of its elements and it does so in an objective, meaningful manner. Equally important, it will help you identify and eliminate damaging process pitfalls and weak links. And it gives you all of this information within a repeatable, methodical framework that you can turn into profitable actions upon completion of the course.

WHO WILL BENEFIT

- **MARKETING EXECUTIVES AND PRODUCT MANAGERS:** Anyone responsible for product marketing and direct sales channels, including Internet Marketing, Direct Mail, and Telemarketing Professionals

- **QUANTITATIVE EXPERTS, RESEARCHERS AND ANALYSTS:** Statisticians, Modelers, Business Intelligence Analysts, Financial Analysts, Actuaries, Marketing Research Executives

- **IT EXECUTIVES AND MANAGERS:** CIO's, CTO's, Decision Support Associates, Systems Analysts, Systems Developers, Project Leaders, DBA's, Database Programmers

- **PROFESSIONAL SERVICES AGENCIES:** Consultants, Account Executives, List Managers, List Brokers, Internet Marketing Agency Executives, Direct Marketing Agency Executives, Database Marketing Executives, Business Development Executives

HOW YOU'LL BENEFIT

What you will *minimally* learn from this course:

- What Data Mining and Predictive Modeling are, how they're different, and how they interconnect
- "Best Practice" steps involved with the Data Mining and Predictive Modeling processes
- Key sources and types of data, why they're important, and how to leverage them
- Techniques to prepare and transform data for greater impact
- Red flag problems you will encounter and how to deal with them
- Important data mining techniques used to mine for actionable patterns in your data
- Various predictive modeling algorithms and how to prescribe their application
- How to develop a model (*includes an in-class exercise*)
- How to financially evaluate, test, implement and monitor performance

As part of the curriculum, you will receive a detailed course manual, complete with references.

In addition, we want you to receive the maximum benefit from this course and we recognize there will be questions resulting from what you've learned. Therefore, every organization attending this course will also receive up to two hours of free phone follow-up consultation and advisory as part of our service to you.

Your Training Also Includes a 100% RPM² Satisfaction Guarantee.

rpm²

DAY 1 - MORNING SESSION

- Introduction
- Data Mining and Predictive Modeling Defined
- The Process (Best Practice)
- The Ontology (or Nature) of Data and Why It's Important
  - Types of Data
  - Data Levels
  - Internal Data
  - External Sources
    - Compiled
    - Geodemographics
- The Critical Role of Data Preparation
  - Data Hygiene
  - Matching and Consolidation
  - Sampling
  - Training and Testing Data

DAY 1 - AFTERNOON SESSION

- Data Mining and Exploratory Analytics
  - Essential Statistics and Visualization
  - Drill Down Methodologies
    - Contingency Tables
    - Classification Trees
- Data Transformations for Greater Accuracy
- How to Deal Missing Values in Data
- How to Identify and Treat Outliers in Your Data
- Artificial Neural Networks (ANN's)
  - What they are
  - How they work
  - Applications

DAY 2 - MORNING SESSION

- Regression Analysis and Applications
  - Multiple Regression
  - Logistic Regression
- Evaluating Model Effectiveness
  - Modeling Red Flags
  - Dashboard Statistics
  - Gains Charts
  - Model Testing
- Implementing Models (Best Practice)
- Ongoing Model Tracking (Best Practice)

DAY 2 - AFTERNOON SESSION

- *Team Model Building Workshop*
  - Exploratory Evaluation
  - Transformations
  - Model Specification
  - Model Evaluation
- Other Important Modeling Techniques
  - Factor Analysis
  - Cluster Analysis
  - Discriminant Analysis
  - Multinomial Methods
- Important Trends on the Forefront of Data Mining and Predictive Modeling

YOUR INSTRUCTOR

Scott Terry is a multi-talented industry veteran with 30 years of experience on both the client and services side of analytics, direct and database marketing. He's lived in your shoes and knows how to turn issues into opportunities.

His senior leadership experience includes serving as Vice President of Marketing for Home Shopping Network where he led its analytics, modeling, database marketing, and research teams. And he was the Leader of Corporate Marketing at Acxiom, Inc., a leading database marketing services company. Scott was also a pioneer of the frequency and database marketing industries with Holiday Inns. And as President of a direct marketing services company, he provided a full media complement of target marketing and modeling products to a base of over 33,000 agents and brokers in the insurance industry.

Scott's entrepreneurial expertise has helped create and launch several successful businesses. Each became very profitable, multi-million dollar enterprises with one rapidly progressing from $0 to $30 million in sales by its second year of operation.

In addition, Scott is a career-long, highly-skilled quantitative and modeling expert who's also a gifted strategist with intuitively creative abilities. As a result, his work is award-winning and he has been an in-demand industry lecturer, teacher, and mentor throughout his career.